

Exhibit G

UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

United States of America, *et al.*,

Plaintiffs,

v.

Google LLC,

Defendant.

Case No. 1:23-cv-00108-LMB-JFA

Hon. Leonie H. M. Brinkema

EXPERT REBUTTAL REPORT OF ROBIN S. LEE, PHD

February 13, 2024

Expert Rebuttal Report of Robin S. Lee, PhD

(456) [REDACTED]
[REDACTED] In this section and in Section V.D.2, [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

V.C.2.a. [REDACTED]

(457) [REDACTED]

(458) [REDACTED]

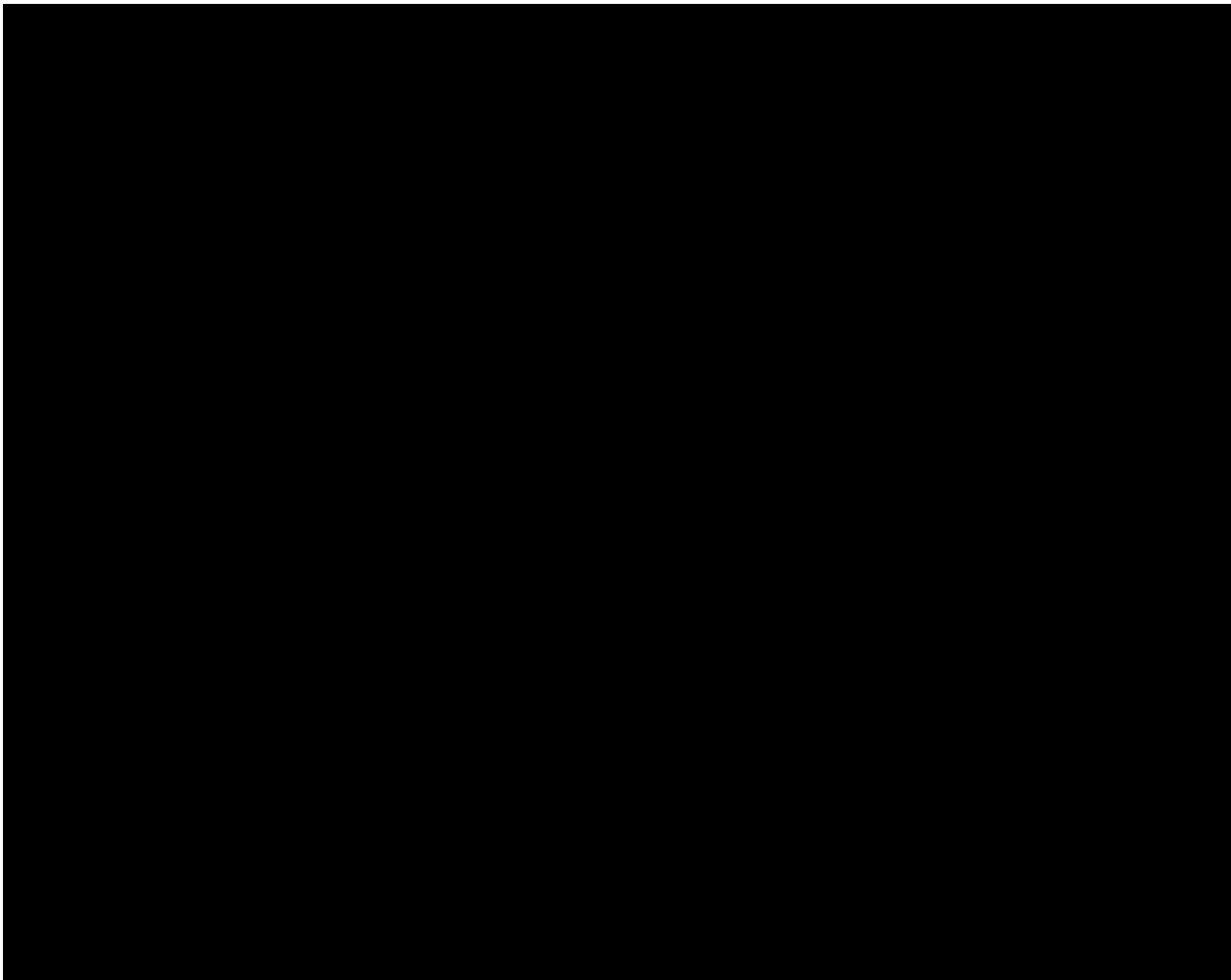
(459) [REDACTED]

A horizontal bar chart illustrating the percentage of respondents who have heard of various environmental terms. The y-axis lists the terms, and the x-axis represents the percentage scale from 0% to 100%.

Term	Percentage (%)
Global warming	98
Green energy	95
Sustainable development	92
Clean water	90
Renewable energy	88
Carbon footprint	85
Recycling	82
Organic food	78
Biodiversity	75
Eco-friendly	72
Green economy	68
Climate change	65
Green technology	62
Green building	58
Green infrastructure	55
Green transportation	52
Green products	48
Green jobs	45
Green energy sources	42
Green buildings	38
Green infrastructure projects	35
Green transportation systems	32
Green products and services	28
Green job markets	25
Green energy investments	22
Green building codes	18
Green infrastructure funding	15
Green transportation policies	12
Green products innovation	8
Green job training programs	5
Green energy research	3
Green infrastructure planning	2
Green transportation infrastructure	1
Green products market analysis	0.5

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Figure 29. ■



(460)

Term	Percentage
GMOs	100%
Organic	75%
Natural	100%
Artificial	50%
GMOs	100%
Organic	100%
Natural	100%
Artificial	100%
GMOs	100%
Organic	100%
Natural	100%
Artificial	100%

Expert Rebuttal Report of Robin S. Lee, PhD



Robin S. Lee, PhD

February 13, 2024

Date

Errata for the February 13, 2024 Expert Rebuttal Report of Robin S. Lee, PhD

Location	Original Text	Corrected Text
Paragraph 35	In this matter, the strength and importance of indirect effects for customer decisions will tend to vary across ad tech products <i>and</i> by direction	In this matter, the strength and importance of indirect network effects for customer decisions will tend to vary across ad tech products <i>and</i> by direction
[REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Paragraph 176	With respect to the first point, as I explained above in Section IV.A.3, simply using two different sales channels does not equate to close substitution between them	With respect to the first point, as I explained above in Section IV.A.4, simply using two different sales channels does not equate to close substitution between them
Paragraph 257	Paragraph 257 is formatted as a paragraph.	For clarity, Paragraph 257 is a block quote from the document cited in footnote 417. For convenience, no change is made to the paragraph numbers.
[REDACTED]	[REDACTED] [REDACTED].	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Heading IV.E.3	IV.E.3 A single market for all ad tech products obscures rather than illuminates the relevant competition	Heading IV.E.3 should read as corrected: “ IV.F.1 A single market for all ad tech products obscures rather than illuminates the relevant competition”
Heading IV.E.4	[REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

Heading IV.E.5	[REDACTED]	[REDACTED]
Heading IV.F	IV.F Relevant geographic markets for publisher ad servers, ad exchanges, and advertiser ad networks	Heading IV.F should read as corrected: " IV.G Relevant geographic markets for publisher ad servers, ad exchanges, and advertiser ad networks"
Heading IV.F.1	[REDACTED]	[REDACTED]
Heading IV.F.2	IV.F.2 My conclusions do not change whether the product markets are analyzed on a worldwide or US	Heading IV.F.2 should read as corrected: " IV.G.2 My conclusions do not change whether the product markets are analyzed on a worldwide or US basis "
Paragraph 345	Paragraph 345 is formatted as a paragraph.	For clarity, Paragraph 345 is a block quote from the document cited in footnote 532. For convenience, no change is made to the paragraph numbers.
Paragraph 436	[REDACTED]	[REDACTED]
Paragraph 493	Paragraph number 493 is formatted as red text.	As corrected, paragraph number 493 is properly formatted as black text.
Appendix A		Appendix A begins with "In addition to the materials listed below, I incorporate by reference all materials cited within the footnotes in this report and in my initial report and the accompanying back up materials."
Appendix A.4	[REDACTED]	[REDACTED]
Footnote 363	I discuss the flaws with this market below in Section IV.G.	I discuss the flaws with this market below in Section IV.F .
Footnote 1022	[REDACTED]	[REDACTED]



Robin S. Lee, PhD

MARCH 8, 2024

Date